

Introduction

What is a One Page Business Plan?

“Planning is a process... not an event!”

One Page Plans are living, changing, evolving documents!”

The One Page Business Plan is an innovative approach to business planning that captures the essence of any business, project or program on a single page using key words and short phrases.

Most companies use the process to create not only the company's overall plan, but also to create plans for each supporting department, project and program. Since the creation of The One Page Business Plan in 1994, over 500,000 companies have successfully used the process to bring structure, alignment and accountability to their organizations.

The flexible methodology makes it possible for entrepreneurs, business owners, executives, managers and professionals in every organization to have a plan. The standard format makes it easy to review, compare and understand plans.

One Page Business Plans work because:

- Plans actually get documented
- Plans are understandable
- Plans are easy to write, easy to update
- Every manager or team has one

The process creates:

- Alignment
- Accountability
- Results



